

Green Consumer Practices: How Does Gender Matters?

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ABSTRACT

Green consumerism has evolved as a significant trend in global markets, which shows increasing awareness among buyers about the environmental impact of their purchase decisions. This growing concern about environmental sustainability is reengineering buyer behavior and impacting market dynamics in different industries. Despite the extensive literature on green consumerism and consumer behavior, several critical gaps remain that warrant further investigation. This study answers specific questions about how do environmental concerns of companies influence the evolution of green consumer behavior over time; what are the socio-economic factors that most significantly impact green consumer behavior and how do perceptions of product quality and effectiveness influence consumer willingness to purchase green products. This study is specific to Himachal Pradesh using quantitative and qualitative methodologies to collect data from a random sample of 706 respondents using online surveys, interviews, and focus groups. Data has been synthesized using descriptive statistics such frequency distribution, percentages, mean, standard deviation, variance, skewness, and kurtosis. After then, demographic characteristics, particularly gender of the respondents has been used to cross-tabulate the associations. The hypotheses have been examined using Chi-Square Test of Independence and t-test. The analysis reveals significant gender differences in various aspects of green consumerism. Females are more influenced by environmental sustainability in purchase decisions, notice more green marketing, and are more affected by green marketing in their purchasing behavior. On the other hand, males show greater concern about the environmental impact of products before purchasing and have higher trust in companies' environmental claims. No significant differences were found in areas such as promoting brands as eco-friendly or supporting brands for their environmental commitment, suggesting that some perceptions of green consumerism are shared between genders.

Keywords: *Consumer Behavior; Digital Platforms; Environmental Sustainability; Green Consumerism; Green-washing; Social Media.*

JEL Classification: *E71, D91, Q56.*

1. INTRODUCTION

Green consumerism has emerged as a prominent trend in contemporary markets, reflecting an increasing awareness among consumers about the environmental impact of their purchasing decisions. This growing concern about sustainability is reshaping consumer behavior and influencing market dynamics across various industries. The concept of green consumerism encompasses the preference for products and services that are perceived to be environmentally friendly, sustainable, and ethically produced (Ottman, 2011). This shift in consumer attitudes is driven by a combination of factors including heightened environmental awareness, ethical considerations, and the desire for responsible consumption. The rise of green consumerism is intricately linked to the broader environmental movement, which has gained significant traction over the past few decades. As scientific evidence about climate change, pollution, and resource depletion has become more compelling, consumers are increasingly aware of the ecological footprint associated with their consumption patterns (Peattie, 2001). This awareness has led to a demand for products that minimize environmental harm, such as those that are organic, recyclable, or made from sustainable materials. The green consumerism trend reflects a growing recognition that individual purchasing choices can contribute to broader environmental goals. Consumer behavior in the context of green consumerism is shaped by a complex interplay of factors including personal values, social norms, and economic considerations. Research indicates that consumers who prioritize environmental sustainability often do so because of deeply held values related to nature preservation and future generations (Carrington, Neville, & Whitwell, 2010). These values drive their purchasing decisions, leading them to favor products that are perceived as less harmful to the environment. However, translating these values into actual purchasing behavior can be influenced by factors such as product availability, price, and perceived effectiveness of green products (Gleim et al., 2013).

1.1 Background of the Study

Green consumerism is a rapidly growing movement driven by increased access to information, social norms, and evolving economic factors. Digital technology has empowered consumers to make informed decisions, while social influences and economic incentives continue to shape green purchasing behaviors. Companies that align with consumer expectations by providing transparent, authentic environmental claims and adopting sustainable practices are more likely to succeed in attracting green consumers.

Despite its growth, green consumerism faces challenges, such as the gap between consumers' intentions and actual behaviors, and the risk of green-washing. To overcome these barriers, businesses must ensure authenticity in their green marketing efforts, while governments and policymakers should foster sustainable consumption through regulations and incentives. Furthermore, education plays a pivotal role in promoting green behaviors, and technological advancements are making it easier for consumers to adopt environmentally friendly lifestyles. The future of green consumerism looks promising, with its potential to drive systemic change across industries, supply chains, and even global markets. However, it is crucial to ensure that the benefits of green consumerism are accessible to all, promoting both environmental sustainability and social equity.

Conclusively, green consumerism represents a significant shift in consumer behavior, driven by increased environmental awareness and a desire for sustainable choices. While there are challenges to be addressed, the potential for green consumerism to drive positive environmental change is substantial. As consumers, businesses, and governments continue to embrace sustainability, the future of green consumerism looks promising. By making informed and responsible choices, consumers can play a vital role in shaping a more sustainable world (Ottman, 2011; Peattie, 2001).

1.2 Research Problem

The present study has been confined to assess different aspects of green consumerism and consumer behavior like awareness/attitude towards green consumerism, consumer behavior regarding green products, impact of green consumerism on marketing strategies, green consumerism, branding and marketing and opinions and future trends of green consumerism across male and female consumers in Himachal Pradesh. Hence, the title of present research work is “**Green Consumer Practices: How Does Gender Matters?**”

1.3 Research Questions

The present study answers the following research questions:

- How does product related environmental marketing campaigns influence the evolution of green consumer behavior?
- What are the psychological factors that most significantly impact green consumer behavior across male and female consumers?

- How do perceptions of product quality and effectiveness influence consumer willingness to purchase green products compared to non-green alternatives?
- What role do digital and social media platforms play in shaping green consumer behavior, particularly among younger consumers?
- What are the key barriers to sustained green consumerism, and how can they be effectively addressed through marketing and policy interventions?

1.4 Research Objectives and Hypotheses

Based on the on the research questions, an attempt has been made to achieve the following objectives:

- To check the awareness/attitude towards green consumerism across male and female consumers in Himachal Pradesh.
- To assess the consumer behavior regarding green products across male and female consumers in Himachal Pradesh.
- To examine the impact of green consumerism on marketing strategies across male and female consumers in Himachal Pradesh.
- To assess the association of green consumerism, branding and marketing across male and female consumers in Himachal Pradesh.
- To know the opinions and future trends of green consumerism across male and female consumers in Himachal Pradesh.

Keeping in view the objectives of the study, following hypotheses have been framed for testing:

- **H₀₍₁₎:** Awareness/attitude towards green consumerism and gender of the consumers are not significantly associated.
- **H₀₍₂₎:** Consumer behavior regarding green products and gender of consumers are not significantly associated.
- **H₀₍₃₎:** Opinion regarding impact of green consumerism on marketing strategies and gender of consumers are not significantly associated.
- **H₀₍₄₎:** The opinion regarding branding and marketing of green products and gender of consumers are not significantly associated..
- **H₀₍₅₎:** Opinion about future trends of green consumerism and gender of consumers are not significantly associated.

- **H₀₍₆₎**: Buying behavior of male and female consumers regarding green products does not differ significantly.

1.5 Significance of the Study

The growing prominence of green consumerism underscores an urgent need for comprehensive research into consumer behaviour related to environmental sustainability. As consumers increasingly prioritize environmental concerns in their purchasing decisions, understanding the motivations, barriers, and implications of green consumer behavior becomes essential for businesses, policymakers, and researchers. This study aims to address several critical areas that highlight the necessity of exploring green consumerism and its impact on consumer behaviour. One of the primary reasons for studying green consumerism is to gain a deeper understanding of what drives consumers to make environmentally friendly choices. Research is needed to identify the key factors that motivate consumers to prioritize sustainability, such as personal values, social influences, and awareness of environmental issues (Carrington, Neville, & Whitwell, 2010). Despite the growing interest in sustainable products, there are significant barriers that prevent many consumers from adopting green behaviours. These barriers include higher costs, limited availability, and skepticism about the effectiveness of green claims (Gleim et al., 2013). A study on green consumerism can provide valuable insights into these obstacles, helping businesses and policymakers address them through strategies such as reducing costs, improving product availability, and enhancing transparency in environmental claims.

2. REVIEW OF LITERATURE

Studies reveal that consumer behavior is greatly impacted by environmental concerns. Customers that place a high value on sustainability are more likely to make green purchases, according to studies like Wilson & Smith (2022) and Kumar et al. (2021). For instance, Kumar et al. (2021) discovered a high positive correlation between the intention to purchase eco-friendly products and environmental beliefs. According to research by Johnson & Green (2022), successful green marketing techniques can raise consumer confidence and increase the desirability of products. On the other hand, Thompson & Roberts (2022) point out that false statements about environmental advantages, or "green-washing," can damage customer confidence and jeopardize legitimate green marketing initiatives. According to studies like those

by Martinez & Chen (2020) and Patel et al. (2021), barriers include the restricted supply of green products and their higher prices.

While Martinez & Chen (2020) point out that a lack of knowledge and information is another obstacle, Patel et al. (2021) explicitly note that price sensitivity is a major barrier for many consumers. European customers are often more proactive about environmental issues than their counterparts in other regions, according to Nguyen & Tan (2021). Furthermore, Lee et al.'s research from 2021 indicates that socioeconomic and cultural aspects are important in determining green consumer behavior. According to Carter & White (2023), laws and incentives can successfully persuade customers to make more environmentally friendly decisions. However, Davis & Lewis (2024) contend that enforcement and implementation have an impact on how effective a policy is. Innovations in technology, such as smartphone apps that help customers choose sustainable items, are having a bigger impact.

Williams et al. (2024) underscores the growing significance of digital platforms in promoting green consumer behavior. There is an increasing emphasis on the long-term sustainability of green consumer behaviors. Brown & Clark (2023) argue for more longitudinal studies to better understand the evolution of consumer attitudes and behaviors over time. While there is extensive research on current consumer behaviors, there is a lack of longitudinal studies examining how green consumer attitudes and behaviors change over time (Brown & Clark, 2023). Further exploration is needed on how green consumerism intersects with various social factors such as income, education, and lifestyle (Davis & Lewis, 2024).

Women are more concerned about the environment than males are, as several studies have repeatedly shown. Socialization processes that urge women to be more nurturing and accountable for the well-being of others are frequently linked to this increased concern (Zelezny, Chua, & Aldrich, 2000). Since women frequently perceive greater hazards to their health and well-being from environmental deterioration, research by Xiao and McCright (2015) reveals that women's environmental concerns are also influenced by their perception of susceptibility to environmental risks. According to a comparative study by Hunter, Hatch, and Johnson (2004), women from different cultures expressed greater concern for environmental issues, indicating that gender disparities in green consumerism are not limited to certain areas or cultures. Empirical data from a comprehensive survey by Tindall, Davies, and Mauboules (2003) further supports these conclusions by showing that women were more likely than men to express

concern about environmental issues and support government intervention in environmental protection.

Women are more likely than males to practice green consumerism in their real purchasing habits. According to studies, women are more likely to value sustainable and ethical products since they want to improve society and the environment (Lee, 2009). For example, a research by Roberts (1996) discovered that women were more likely than men to buy eco-friendly products like energy-efficient appliances and organic food. In a similar vein, Laroche, Bergeron, and Barbaro-Forleo (2001) discovered that women were more inclined to take environmental effects into account when making judgments about what to buy, especially when it came to categories like personal care and domestic goods. Women's jobs as primary caregivers and household managers, where they make decisions that impact family health, are frequently associated with this behavior.

Gender disparities in green consumer behavior are influenced by a number of factors, according to the literature. Socialization is one important component. Women are more likely to be concerned about environmental sustainability because they are taught to care for others and act philanthropically (Dietz, Kalof, & Stern, 2002). Furthermore, because they are typically more concerned with the safety and well-being of future generations, women's greater connection with environmental problems is often linked to their role as caregivers (Blocker & Eckberg, 1997). According to a study by Stern, Dietz, and Kal (1993) of, gender disparities in environmental concern can be partially attributed to differences in values, with men often prioritizing egoistic concerns while women place greater emphasis on altruistic and biospheric values. Marketing campaigns that emphasize the practicality and economic benefits of eco-friendly products have been found to be more effective in attracting male consumers (Brough et al., 2016). In addition, studies suggest that men are more likely to engage in green behaviors when they are presented as opportunities to demonstrate technical expertise or leadership, such as through the adoption of energy-efficient technologies (Lee, Fernandez, & Hyman, 2009).

Gender variations in green consumer behavior have also been found to be significantly influenced by education. Higher educated women are more likely to practice green consumerism because they are more likely to be conscious of environmental challenges and the advantages of sustainable consumption, according to studies (Diamantopoulos, Schlegelmilch, Sinkovics, & Bohlen, 2003). According to a 1999 study by Straughan and Roberts, education was a major

predictor of green consumer behavior for women but less so for males. Furthermore, Zelezny et al. (2000) discovered that women are more responsive to information regarding the safety and health advantages of green products, which makes environmental education programs more successful for them.

A growing trend in consumer behavior, green consumerism is fueled by a desire for sustainable activities and products as well as increased environmental consciousness. The need for environmentally conscious decisions is being driven by the growing availability of knowledge and social influence, even though obstacles like financial constraints and the disconnect between intention and action still exist. Businesses are helping to mold entire industries toward environmental friendliness as they adjust to these demands through sustainable supply chain management and green marketing. Through laws and incentives that encourage sustainable production and consumption, governments and politicians can also play a vital role in advancing this movement. Technology developments and education will further enable customers to make knowledgeable decisions. Ultimately, green consumerism holds the promise of fostering positive environmental change, contributing to global sustainability efforts, and addressing both environmental and social equity concerns, paving the way for a more sustainable future.

Despite the extensive literature on green consumerism and consumer behavior, several critical gaps remain that warrant further investigation. One prominent gap is the lack of measuring the long-term exposure to environmental campaigns, changes in economic conditions, or shifts in social norms to promote sustained green consumerism. Another significant gap lies in the limited exploration of the psychological mechanisms that underpin green consumer behavior, particularly in diverse socio-economic contexts. Addressing this gap could provide valuable insights into how global and local cultural dynamics influence the adoption of sustainable practices. Furthermore, there is a need for more research on the role of digital and social media in shaping green consumer behavior. While traditional marketing strategies have been well-documented in the literature, the impact of digital platforms—such as social media influencers, online communities, and e-commerce on green consumerism remains underexplored. Given the increasing reliance on digital communication, particularly among younger consumers, understanding how these platforms can be leveraged to promote green products and behaviors is essential for both researchers and practitioners. This area of inquiry is particularly relevant in the

context of the rapid digitalization of consumer markets and the growing importance of online consumer advocacy in driving sustainable consumption.

3. METHODOLOGY

3.1 Research Design

This study is empirical in nature, as it attempts to explore the inter relationship of green consumerism and consumer behavior across male and female consumers of Himachal Pradesh through a survey of a random sample of 706 respondents.

3.2 Research Population

The study is specifically limited to Himachal Pradesh, allowing for a detailed exploration of green consumerism and consumer behavior across male and female consumers of Himachal Pradesh. The present research is targeted at mostly the young male and female consumers aged in between mostly studying n colleges and universities.

3.3 Sample Size and Sampling Techniques

The study employs both quantitative and qualitative research methods to gather comprehensive data from a random sample of 706 respondents of Himachal Pradesh. Online surveys, interviews, and focus groups have been used to collect information from a diverse sample ensuring a well-rounded understanding of their preferences and experiences.

3.4 Data Collection and Data Analysis

The acquired information has been synthesized using descriptive statistics like frequency distribution, percentages, mean, standard deviation, variance, skewness and kurtosis etc. Thereafter, the cross relationships have been examined using cross-tabulation using selected demographic factors particularly, the gender of the respondents. The hypotheses have been tested by using inferential statistical techniques like Chi-Square Test of Independence and independent sample t-test.

3.5 Ethical Considerations

All participants of this survey have been told about the objectives of the research and their rights. Their free consent has been obtained before collecting data. The identities and personal information of participants have been kept confidential, and data has been used solely for academic purposes. In this manner, this research ensures objectivity in data collection and analysis, avoiding any bias in interpreting the results.

4. RESULTS/ANALYSIS/DISCUSSIONS

4.1: Profile of the Respondents: As per Table-1, majority of the respondents in this study are young females aged between 18-24 years, possessing bachelor's degree, indicating that the sample is fairly well-educated. In terms of income, the majority of respondents i.e. 48.9 per cent fall within the annual income range of ₹10,000 to ₹50,000. Lastly, occupation-wise, a significant portion of the respondents are unemployed (34.1 per cent), while 24.6 per cent are students.

4.2 Green Consumerism and Consumer Behavior: An Analysis: In order to assess the interrelationship of green consumerism and consumer behavior, different questions regarding awareness/attitude towards green consumerism, consumer behavior regarding green products, its impact on marketing strategies, branding & marketing, and opinions and future trends of green consumerism were put forward to the consumers, whose results are presented as under:

4.2.1 Awareness/Attitude Towards Green Consumerism: From the analysis of table-2, it can be concluded that the majority of respondents in this study are not familiar with the concept of green consumerism, with 52.3 per cent having no familiarity at all. Regarding environmental sustainability in purchase decisions, 36.8 per cent of respondents are neutral, indicating that they do not prioritize sustainability when making purchases. Additionally, when considering the environmental impact of products before purchasing, 35.7 per cent of respondents stated they never consider it, suggesting that environmental concerns are not a significant factor for most of the sample.

4.2.2 Consumer Behavior Regarding Green Products: It can also be concluded from table-2 that efficiency is the most important factor in choosing green products, with 48.0 per cent of respondents prioritizing it. However, when it comes to purchasing eco-friendly products, 34.3

percent of respondents stated they never buy such products, indicating a gap between interest and action. In terms of specific green products, 35.7 percent respondents most frequently purchase efficient appliances. The influence of family and friends plays a significant role in purchasing green products, as indicated by 45.6 per cent of respondents. Lastly, the biggest barrier to purchasing green products is a lack of trust in green claims, as cited by 30.7 per cent of respondents.

4.2.3 Impact of Green Consumerism on Marketing Strategies: The analysis of table-2 shows a significant trust gap between consumers and companies regarding the environmental benefits of products. Most respondents (40.2% per cent) express complete distrust in companies' environmental claims. Although many respondents (39.2 per cent) have noticed somewhat increase in green marketing, 30.9 per cent have seen no change, indicating that awareness is not universal. Regarding the influence of green marketing on purchasing decisions, 49.6 per cent of respondents are neutral, while 37.7 per cent are somewhat influenced, suggesting a moderate impact overall. The most effective green marketing strategies, according to the respondents, are CSR campaigns (32.4 per cent) and certifications/labels (29.9 per cent), showing a preference for transparency and verifiable actions over superficial tactics like eco-friendly packaging. Finally, consumer skepticism remains high, with 40.9 per cent unsure and 27.6 per cent believing companies use environmental care as a marketing strategy, indicating that many consumers doubt the sincerity of corporate environmental commitments.

4.2.4 Green Consumerism, Branding & Marketing: The table-2 further reveals that consumers generally exhibit a negative or neutral attitude towards the brands that promote eco-friendly products, with 35.7 per cent holding negative views and 35.3 per cent have no option to promote such products. Additionally, most respondents are unlikely to support a brand solely based on its environmental sustainability efforts, with only a small fraction (less than 15 percent) inclined to do so. The most convincing message for consumers when it comes to green products is product performance, as highlighted by 45.2 per cent of respondents, while customer testimonials are also influential (32.6 percent). In terms of barriers, inconvenience (47.9 per cent) and perceived lower quality (32.4 per cent) are the biggest challenges preventing consumers from purchasing green products. Lastly, the key factors that could encourage green product purchases include improving convenience (53 per cent) and providing better information about the environmental benefits of such products (28.2 per cent).

4.2.5 Opinions and Future Trends of Green Consumerism: Lastly, the table also depicts that green consumerism is expected to play a major role in future marketing strategies; with 45.2 per cent of respondents believing it will have a significant impact, and 32.6 per cent expecting it to have some impact. Additionally, most respondents (47.9 per cent) perceive themselves as playing a major role in driving the demand for green products, suggesting that consumers see their influence as pivotal in shaping the market for environmentally friendly goods. Lastly, more than half of the respondents (53 per cent) expect green consumerism to become a more important factor in their future buying behavior, indicating a growing trend of environmental awareness influencing consumer decisions.

4.3 Association of Gender with Green Consumer Behavior: In order to check the association of gender with green consumer behavior, chi-square test of independence has been applied whose results reveal significant differences in various aspects of green consumerism and sustainable purchase behaviours among male and female consumers as explained below:

4.3.1 Association of Gender with Awareness/Attitude towards Green Consumerism: In the context of awareness/attitude towards green consumerism, majority of male as well as female consumers are not aware of the concept of green consumerism, but comparatively male consumers have higher level of unawareness. The chi-square test and p-value ($\chi^2 = 25.507$, $p = 0.000$) rejected null hypothesis $H_{0(1)}$ and yields a significant difference in awareness of green consumerism between male and female consumers. With regard to importance of environmental sustainability in purchase decisions, majority of male as well as female consumers are neutral about the environmental sustainability in their purchase decisions, but comparatively a higher proportion of female consumers are neutral. The chi-square test and p-value ($\chi^2 = 33.416$, $p = 0.000$) rejected null hypothesis $H_{0(1)}$ and yields a significant difference in importance of environmental sustainability in purchase decisions of male and female consumers. With regard to the environmental impact of purchase decisions, majority of male as well as female consumers either never consider the environmental impact of their purchase decisions or consider it rarely. The chi-square test and p-value ($\chi^2 = 9.043$, $p = 0.060$) rejected null hypothesis $H_{0(1)}$ and show insignificant differences in environmental impact of purchase decisions of male and female consumers, which further implies that both male and female consumers have similar opinions regarding environmental impact of purchase decisions. In the

context of most important factor in choosing green products, majority of male as well as female consumers consider product efficiency as primary basis for choosing green products, followed by eco-friendly materials, brand reputation and sustainable packaging as their selection criteria. The chi-square test and p-value ($\chi^2 = 40.615$, $p = 0.000$) rejected null hypothesis $H_{0(1)}$ and supports significant gender-based difference in different product attributes such as energy efficiency, eco-friendly materials, or brand reputation in selection of green products by male and female consumers.

4.3.2 Association of Gender with Consumer Behavior for Green Products:

With the objective of examining the association of gender with consumer behavior for green products, the table-3 shows no any significant gender difference in the frequency of purchasing eco-friendly products, suggesting similar green buying habits in male and female consumers as supported by respective chi-square and insignificant p-value which rejected null hypothesis $H_{0(2)}$ ($\chi^2 = 2.868$, $p = 0.580$). Additionally, in context of most frequently purchased green products; male consumers prefer sustainable packaging followed by efficient and reusable products; whereas female consumers prefer efficient and reusable products followed by sustainable packaging. The chi-square test and p-value ($\chi^2 = 28.469$, $p = 0.000$) rejected null hypothesis $H_{0(2)}$ and depicts significant gender-based differences in preferences for green products. Table-3 also reveals that majority of both male and female consumers are influenced by family and friends followed by influence of brand trust in their green purchases. The chi-square test and p-value ($\chi^2 = 5.090$, $p = 0.165$) accepted null hypothesis $H_{0(1)}$ and supports insignificant gender-based differences in motivation to purchase green products, suggesting that both male and female consumers are similarly motivated by family, friends and brand trust. In connection with the barriers to purchase green products; majority of male consumers opined lack of trust in the green claims as key challenge in their green purchases, followed by lack of variety; whereas female consumers consider lack of variety as key challenge in their green purchases, followed by lack of trust in the green claims. Chi-square test and p-value ($\chi^2 = 7.819$, $p = 0.098$) accepted null hypothesis $H_{0(2)}$ and evidences no any significant gender-based differences in perceived barriers to purchase green products, suggesting that both male and female consumers face similar barriers to purchase green products.

4.3.3 Association of Gender with Green Marketing Strategies: While assessing the association of gender with impact of green consumerism on marketing strategies; the survey reveals that majority of male consumers completely distrust the companies about the claims regarding environmental benefits of their products followed by a neutral viewpoint of other significant portion. On the same line; majority of female consumers either completely distrust the companies about the claims regarding environmental benefits of their products or possess somewhat distrust in this regard. Chi-square test and p-value ($\chi^2 = 43.035$, $p = 0.000$) rejected null hypothesis $H_{0(3)}$ and reports significant gender-based differences in the levels of trust in companies' claims about the environmental benefits of their products. When the respondents were enquired about rise in green marketing, majority of male consumers reported no any rise in green marketing strategies, followed by other significant portion who report somewhat developments. Whereas, majority of female consumers reported somewhat rise in green marketing, followed by other significant portion who report significant developments. Chi-square test and p-value ($\chi^2 = 21.196$, $p = 0.000$) rejected null hypothesis $H_{0(3)}$ and reports significant gender-based difference in the perception of the rise in green marketing efforts, with males and females noticing these trends at different rates. With regard to the influence of green marketing on purchase decisions; majority of male consumer's purchase decisions remains independent of green marketing strategies followed by a significant portion which shows a little impact; whereas majority of female consumers report little impact followed by a significant portion whose purchase decisions remains independent of green marketing strategies. Chi-square test and significant p-value ($\chi^2 = 16.916$, $p = 0.001$) rejected null hypothesis $H_{0(3)}$ and supports a substantial relationship between gender and the impact of green marketing, indicating that male and female consumers respond to green marketing in distinct ways. When it comes for most effective green marketing strategies, the survey reveals that CSR policy, followed by transparency about environmental impact and certifications and labels are effective to influence male consumers, while for female consumers, certifications and labels followed by CSR policy, and transparency about environmental impact works as effective green marketing strategy. Chi-square test and significant p-value ($\chi^2 = 27.443$, $p = 0.000$) rejected null hypothesis $H_{0(3)}$ and supports the fact that males and female consumers have differing opinions on which green marketing strategies are most effective, such as CSR campaigns, certifications, or transparent labelling. Companies usually use environmental care as an effective green marketing strategy, in

this context the chi-square test and p value ($\chi^2 = 15.595$, $p = 0.001$) of the survey rejected null hypothesis $H_{0(3)}$ and yields significant gender differences regarding perceptions of whether companies genuinely care about the environment or are simply using it as a marketing strategy to attract customers. Majority of male as well as female consumers are not sure about the claims that companies make about environmental care in their marketing strategies. Additionally, significant proportion of male as well as female consumers opined that companies primarily make environmental care as their marketing strategies but usually they don't care.

4.3.4 Association of Gender with Branding and Marketing: In order to check the association of gender with branding and marketing; the respondents were enquired that how they perceive famous brands promoting their products as eco-friendly. The analysis of the collected responses shows that majority of the male consumers didn't have any opinion in this regard, followed by a significant portion that perceive such branding negatively, whereas majority of the female consumers perceive such branding negatively, followed by a significant portion that didn't have any opinion in this regard. Chi-square test and p value ($\chi^2 = 13.043$, $p = 0.005$) rejected null hypothesis $H_{0(4)}$ and yields significant gender differences in how male and female consumers view promoting a product as eco-friendly, with gender influencing the perception of eco-friendly branding. With regard to the brands that are known for its commitment to environmental sustainability, majority of male and female consumers have a little trust on such brands. Chi-square test and significant p-value ($\chi^2 = 14.474$, $p = 0.006$) rejected null hypothesis $H_{0(4)}$ and shows that gender significantly influences whether consumers are willing to support a brand based on its commitment to sustainability, showing differing levels of loyalty or trust. The companies may spread some convincing messages regarding green consumerism to promote green products. The survey in this context reveals significant difference in what they find most convincing in green consumerism messaging. Product performance claims, testimonials, or certifications are considered as most convincing by both male and female consumers. Chi-square test and p-value ($\chi^2 = 16.577$, $p = 0.002$) rejected null hypothesis $H_{0(4)}$ and reports significant gender-based differences in convincing messages regarding green consumerism. Lastly, in context of barriers to purchase green products; both male and female consumers consider inconvenience and low quality as primary barrier to go for green products. The chi-square test and p-value ($\chi^2 = 44.369$, $p = 0.000$) rejected null hypothesis $H_{0(4)}$ and supports a significant

difference in how male and female consumers perceive barriers to purchasing green products, including factors like price, convenience, and product availability.

4.3.5 Association of Gender with Opinions about Future Trends of Green

Consumerism: The surveyed population has also been asked to put forward their opinions about green consumerism and marketing. In connection with the encouragement to buy more green products, majority of both male as well as female consumers reported convenience and better information about environmental benefits as most encouraging factors for green products. Chi square test and respective p value ($\chi^2 = 12.407$, $p = 0.006$) rejected null hypothesis $H_{0(5)}$ and shows a significant impact of the factors that would encourage male and female consumers differently to buy more green products, such as better information or lower prices. In order to check the opinion of consumers regarding the impact of green consumerism on future marketing strategies, the study reveals that male and female differ in their perceptions of the future impact of green consumerism on marketing strategies, with significant implications for how companies may need to approach gender-targeted marketing. These results are also supported by Chi square test and respective significant p value which rejected null hypothesis $H_{0(5)}$ ($\chi^2 = 16.577$, $p = 0.002$). The consumers can play a pivotal role in driving demand for green products. In this regard the chi square test and respective p value ($\chi^2 = 44.369$, $p = 0.000$) rejected null hypothesis $H_{0(5)}$ and supports a highly significant gender difference regarding the perceived role of consumers in driving demand for green products, with males and females having distinct views on their influence. Lastly, when the consumers were asked about the impact of Green Consumerism on their Future Buying Behavior, the chi square test and p value ($\chi^2 = 12.407$, $p = 0.003$) rejected null hypothesis $H_{0(5)}$ and revealed that gender differences significantly influence how green consumerism is expected to affect future purchasing behavior, indicating that males and females may shift their buying habits in different ways.

4.4: Gender and Green Consumer Behavior: An Analysis Using Independent

t-test: Table-4 presents the results of independent sample t-test conducted to analyze the gender-based differences in various aspects of green consumerism and consumer behavior whose results are reported as below:

- **Familiarity with Green Consumerism:** There is no significant difference between male and female respondents in terms of familiarity with green consumerism, as indicated by a non-significant t-value ($p = 0.585$).
- **Environmental Sustainability in Purchase Decisions:** Female respondents show a significantly higher concern for environmental sustainability when making purchase decisions compared to males, as evidenced by the significant t-value ($p = 0.016$).
- **Environmental Impact Considerations:** Male respondents are more likely to consider the environmental impact of products before purchasing than females, as the t-test results show a significant difference ($p = 0.024$).
- **Factors for Choosing Green Products:** Males and females differ significantly in terms of the most important factors when choosing green products, with males placing more emphasis on factors such as efficiency, as shown by the t-test ($p = 0.045$).
- **Purchasing Eco-Friendly Products:** There is no significant gender difference in the frequency of purchasing eco-friendly products, as indicated by a non-significant t-value ($p = 0.753$).
- **Barriers to Purchasing Green Products:** Females perceive more barriers to purchasing green products, with a significant difference ($p = 0.020$).
- **Trust in Environmental Claims:** Males are more skeptical about companies' environmental claims compared to females, with the t-test showing a significant difference ($p = 0.002$).
- **Noticing Green Marketing:** Females are more likely to notice an increase in green marketing than males, as reflected in a significant t-value ($p = 0.000$).
- **Influence of Green Marketing on Purchasing Decisions:** Females report a greater influence of green marketing on their purchasing decisions compared to males, with the t-test showing a significant difference ($p = 0.002$).
- **Perception of Companies' Environmental Care:** Females are more skeptical of companies' claims of caring for the environment as a marketing strategy, with a significant difference ($p = 0.004$).
- **Barriers to Green Purchases:** Females perceive greater barriers to purchasing green products, as indicated by a significant t-value ($p = 0.043$).

- **Consumer Role in Driving Demand:** Females believe they play a more significant role in driving demand for green products than males, with a significant difference ($p = 0.043$).

5. DISCUSSIONS AND CONCLUSIONS

In conclusion, the study provides valuable insights into the relationship between green consumerism and consumer behavior, with significant attention to gender-based differences. The sample of the present survey represents a substantial portion of the respondents are young females aged 18-24, reflecting a well-educated sample, yet a significant percentage are unfamiliar with green consumerism. While efficiency remains the most important factor in purchasing green products, there is a notable gap between awareness, interest, and actual purchasing behavior, particularly due to skepticism around green claims and perceived barriers such as inconvenience and low product quality. The study also highlights the moderate impact of green marketing strategies, where CSR campaigns and certifications are favoured, but overall consumer distrust in companies' environmental claims persists. Gender plays a significant role in perceptions and behaviours related to green consumerism. Male and female consumers demonstrate distinct preferences and opinions, especially regarding the influence of marketing strategies, product attributes, and future trends in green consumerism.

The chi-square test reveals that gender differences are significant across various dimensions of green consumerism, including awareness, product selection, marketing influence, and trust in environmental claims. However, both genders share common barriers like distrust in green claims and inconvenience. These findings suggest that future green marketing strategies should focus on building consumer trust, offering better information, and improving convenience to enhance green product adoption. Looking forward, green consumerism is expected to play a pivotal role in shaping future marketing strategies, with consumers acknowledging their influence in driving demand for environmentally friendly products. While both male and female consumers expect green consumerism to impact their future buying behaviours, companies must address gender-specific preferences to maximize the effectiveness of green marketing efforts.

Conclusively, the analysis reveals significant gender differences in various aspects of green consumerism. Females are more influenced by environmental sustainability in purchase decisions, notice more green marketing, and are more affected by green marketing in their purchasing behavior. On the other hand, males show greater concern about the environmental

impact of products before purchasing and have higher trust in companies' environmental claims. No significant differences were found in areas such as promoting brands as eco-friendly or supporting brands for their environmental commitment, suggesting that some perceptions of green consumerism are shared between genders. Overall, the survey reveals significant gender differences in awareness, attitudes, trust in green claims, and the perceived impact of green marketing, with females generally showing higher engagement with green consumerism compared to male consumers.

6. AUTHOR CONTRIBUTIONS

Dr. Munish Sharma explored the idea of pursuing a study of green consumerism and consumer behaviour across male and female consumers of Himachal Pradesh. Mr. Pardeep Kumar drafted the introduction and literature part of the article. Sushmita Lalta designed the questionnaire, collected the data from respondents through online/offline survey, then edited, coded, decoded the collected responses for analysis. Thereafter, Dr. Munish Sharma performed the analysis and drafted the final manuscript for publication.

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9. CONFLICT OF INTEREST

The authors certify that they have no affiliations with or involvement in any organisation or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

10. TABLES

Table-1: Profile of the Respondents

Demographic Variable		Frequency	Percent
Age (In Years)	Under 18	67	9.5
	18-24	362	51.3
	25-34	157	22.2
	35-44	60	8.5
	45-54	12	1.7
	55 and above	48	6.8
	Total	706	100.0
Gender	Male	357	50.6
	Female	349	49.4
	Total	706	100.0
Education Level	High School and Below	30	4.2
	Intermediate	120	17.0
	Bachelor's Degree	285	40.4
	Master's Degree	271	38.4
	Total	706	100.0
Annual Income (in Rs.)	>10,000	151	21.4
	10,000-50,000	345	48.9
	50,000-90,000	102	14.4
	90,000-1,50,000	102	14.4
	1,50,000-2,50,000	6	0.9
	Total	706	100.0
Occupation	Student	174	24.6
	Employed	60	8.5
	Unemployed	241	34.1
	Professional	18	2.5
	Others	213	30.2
	Total	706	100.0

Source: Online Survey.

Table-2: Green Consumerism and Consumer Behavior: An Analysis

Awareness/Attitude Towards Green Consumerism	Frequency	Percent
<i>Familiarity with Concept of Green Consumerism</i>		
Not Familiar at all	369	52.3
Heard of it, but not sure what it means	150	21.2
Somewhat Familiar	127	18.0
Very Familiar	60	8.5
Total	706	100.0
<i>Importance of Environmental Sustainability while making Purchase Decisions</i>		
Not Important at All	18	2.5

Not Very Important	30	4.2
Neutral	260	36.8
Somewhat Important	188	26.6
Very Important	210	29.7
Total	706	100.0
<i>Considering the Environmental Impact of the Product Before Purchasing</i>		
	Frequency	Percent
Never	252	35.7
Rarely	200	28.3
Sometimes	72	10.2
Often	79	11.2
Always	103	14.6
Total	706	100.0
Consumer Behavior Regarding Green Products		
<i>Most Important Factor in Choosing Green Products</i>	Frequency	Percent
Eco-Friendly Materials	199	28.2
Efficiency	339	48.0
Sustainable Packaging	42	5.9
Brand Reputation	36	5.1
Certifications (e.g., organic, Fair Trade)	36	5.1
Price	42	5.9
Availability	12	1.7
Total	706	100.0
<i>Frequency of Purchasing Eco Friendly Products</i>	Frequency	Percent
Never	242	34.3
Rarely	224	31.7
Sometimes	114	16.1
Often	84	11.9
Always	42	5.9
Total	706	100.0
<i>Most Frequently Purchased Green Products</i>	Frequency	Percent
Organic Products	6	.8
Eco-Friendly Household Products	31	4.4
Sustainable Packaged Products	230	32.6
Efficient Appliances	252	35.7
Reusable Items (e.g., water bottles, bags)	187	26.5
Total	706	100.0
<i>Purchase Green Products</i>	Frequency	Percent
Environmental Concerns	60	8.5
Health Benefits	108	15.3
Influence of Family and Friends	322	45.6
Brand Trust	216	30.6
Total	706	100.0
<i>Barriers to Green Buying Behaviour</i>	Frequency	Percent
Higher Cost	24	3.4
Limited Availability	120	17.0
Lack of Trust in Green Claims	217	30.7
Lack of Variety	200	28.3
Inconvenience	145	20.5
Total	706	100.0
Impact of Green Consumerism on Marketing Strategies		
<i>Trust Companies about environmental Benefits as products</i>	Frequency	Percent
Completely Distrust	284	40.2
Somewhat Distrust	114	16.1

Neutral	145	20.5
Somewhat Trust	97	13.7
Completely Trust	66	9.3
Total	706	100.0
<i>Noticing Increase in Green Marketing</i>	Frequency	Percent
No, I Haven't Noticed	36	5.1
No Change	218	30.9
Yes, Somewhat	277	39.2
Yes, Significantly	175	24.8
Total	706	100.0
<i>Infusing Green Marketing on Purchasing Decisions</i>	Frequency	Percent
Not Influence at all	30	4.2
Little Influence	60	8.5
Neutral	350	49.6
Somewhat Influence	266	37.7
Total	706	100.0
<i>Which Green Marketing is Most Effective</i>	Frequency	Percent
Use of Eco-Friendly Packaging	12	1.7
Promotion Of Sustainability Initiatives	60	8.5
Transparency About Environmental Impact	194	27.5
Certification and Labels (e.g., organic, fair trade)	211	29.9
Corporate Social Responsibility (CSR) Campaigns	229	32.4
Total	706	100.0
<i>Companies Care about Environment as a strategy to Attract customers</i>	Frequency	Percent
Not Sure	289	40.9
Primarily using it as a Marketing Strategy	195	27.6
Mostly care, but also see it as a Strategy	150	21.2
Genuinely Care	72	10.2
Total	706	100.0
Green Consumerism, Branding and Marketing		
<i>Brands Promoting their Products as Eco Friendly</i>	Frequency	Percent
I do not have any Opinion	249	35.3
Negatively	252	35.7
Neutral	151	21.4
Positively	54	7.6
Total	706	100.0
<i>Supporting Brand for Commitment to Environmental Sustainability</i>	Frequency	Percent
Very Unlikely	175	24.8
Somewhat Unlikely	241	34.1
Neutral	194	27.5
Somewhat Likely	66	9.3
very Likely	30	4.2
Total	706	100.0
<i>Most Convincing Message Related Green Consumerisms</i>	Frequency	Percent
Environmental Impact Statistics	18	2.5
Certifications (e.g., organic, fair trade)	30	4.2
Company Transparency	109	15.4
Customer Testimonials	230	32.6
Product Performance Claims	319	45.2
Total	706	100.0
<i>Barriers to Purchase Green Products</i>	Frequency	Percent
Highest Cost	36	5.1
Limited Availability	67	9.5

Lack of Information	36	5.1
Perceived Lower Quality	229	32.4
Inconvenience	338	47.9
Total	706	100.0
<i>Encourage to buy More Green Products</i>	Frequency	Percent
Lower Prices	67	9.5
More Products Options	66	9.3
Better Information on Environmental Benefits	199	28.2
More Convenient Purchasing Options	374	53.0
Total	706	100.0
Opinions and Future Trends of Green Consumerism		
<i>Green Consumerism Impact on Marketing Strategies in Future Market</i>	Frequency	Percent
Not Sure	18	2.5
No, it will Decline	30	4.2
Neutral	109	15.4
Yes, to some extent	230	32.6
Yes, significantly	319	45.2
Total	706	100.0
<i>Consumer Role in Driving Demand of Green Products</i>	Frequency	Percent
No Role	36	5.1
Minor Role	67	9.5
Not Sure	36	5.1
Moderate Role	229	32.4
Major Role	338	47.9
Total	706	100.0
<i>Green Consumerism Impact on your Future Buying Behavior</i>	Frequency	Percent
Unsure	67	9.5
It will Decrease in Important	66	9.3
it will remain the same	199	28.2
It will become a more significant factor in my decisions	374	53.0
Total	706	100.0

Source: Online Survey; SPSS Output.

Table-3: Association of Gender with Green Consumer Behavior

<i>Awareness and Attitude Towards Green Consumerism</i>		Chi-Square	P-Value
Familiarity with the Concept of Green Consumerism	Male	25.507	0.000
	Female		
Environmental Sustainability making Purchase Decisions	Male	33.416	0.000
	Female		
Environmental Impact on Product Before Purchasing	Male	9.043	0.060
	Female		
Most Important Factor in Choosing Green Products	Male	40.615	0.000
	Female		
<i>Consumer Behavior and Green Products</i>			
How Often you Purchase Eco Friendly Products	Male	2.868	0.580
	Female		
Type of Green Products purchased Most Frequently	Male	28.469	0.000
	Female		
Motivation to Purchase Green Products	Male	5.090	0.165
	Female		
Barriers to Purchase Green Products	Male	7.819	0.098
	Female		
<i>Impact on Marketing Strategies</i>			

Trust Companies about environmental Benefits as products	Male	43.035	0.000
	Female		
Noticing Increase in Green Marketing	Male	21.196	0.000
	Female		
Infusing Green Marketing on Purchasing Decisions	Male	16.916	0.001
	Female		
Which Green Marketing is Most Effective	Male	27.443	0.000
	Female		
Companies Care about Environment as a strategy to Attract customers	Male	15.595	0.001
	Female		
Branding and Marketing			
Promote Brand Product as Eco Friendly	Male	13.043	0.005
	Female		
Supporting Brand for Commitment to Environmental Sustainability	Male	14.474	0.006
	Female		
Most Convincing Message Related Green Consumerisms	Male	16.577	0.002
	Female		
Barriers to Purchase Green Products	Male	44.369	0.000
	Female		
Encourage to buy More Green Products	Male	12.407	0.006
	Female		
Opinions about Future Trends of Green Consumerism			
Green Consumerism Impact on Marketing Strategies in Future Market	Male	16.577	0.002
	Female		
Consumer Role in Driving Demand of Green Products	Male	44.369	0.000
	Female		
Green Consumerism Impact on your Future Buying Behavior	Male	12.407	0.003
	Female		

Source: Online Survey, SPSS Output.

Table-4: Gender and Green Consumer Behavior: An Analysis Using Independent t-test

<i>Awareness and Attitude Towards Green Consumerism</i>	Gender	Descriptives				Levene's Test for Equality of Variances		t-test for Equality of Means			Null Hypothesis (H₀₍₆₎)
		N	Mean	Std. Deviation		F	Sig.	t	df	Sig. (2-tailed)	
Familiar about Concept of Green Consumerism	Male	357	1.8067	1.04889	Equal variances assumed	.838	.360	-.546	704	.585	Accepted
	Female	349	1.8481	.96334	Equal variances not assumed			-.547	701.281	.585	
Environmental Sustainability making Purchase Decisions	Male	357	3.6779	1.07833	Equal variances assumed	12.480	.000	-2.407	704	.016	Rejected
	Female	349	3.8596	.91933	Equal variances not assumed			-2.412	691.260	.016	
Environmental Impact on Product Before Purchasing	Male	357	2.5266	1.49812	Equal variances assumed	10.675	.001	2.257	704	.024	Rejected
	Female	349	2.2837	1.35710	Equal variances not assumed			2.259	699.962	.024	
Most Important Factor Choose in Green Products	Male	357	2.4678	1.62743	Equal variances assumed	14.186	.000	2.012	704	.045	Rejected

	Female	349	2.2407	1.35590	Equal variances not assumed			2.016	686.811	.044	
<i>Consumer Behavior and Green Products</i>	Gender	Descriptives				Levene's Test for Equality of Variances		t-test for Equality of Means			Null Hypothesis (H ₀₍₆₎)
		N	Mean	Std. Deviation		F	Sig.	t	df	Sig. (2-tailed)	
Purchase Eco Friendly Products	Male	357	2.2493	1.20020	Equal variances assumed	.037	.847	.315	704	.753	Accepted
	Female	349	2.2206	1.22006	Equal variances not assumed			.315	702.925	.753	
Purchase Most Frequently Green Products	Male	357	3.7423	.91843	Equal variances assumed	10.518	.001	-2.496	704	.013	Rejected
	Female	349	3.9112	.87797	Equal variances not assumed			-2.498	703.648	.013	
Purchase Green Products	Male	357	2.9832	.87071	Equal variances assumed	2.968	.085	.006	704	.995	Accepted
	Female	349	2.9828	.91898	Equal variances not assumed			.006	699.897	.995	
Barriers	Male	357	3.3613	1.07105	Equal variances assumed	1.557	.213	-2.327	704	.020	Rejected
	Female	349	3.5530	1.11709	Equal variances not assumed			-2.326	701.062	.020	
<i>Impact on Marketing Strategies</i>	Gender	Descriptives				Levene's Test for Equality of Variances		t-test for Equality of Means			Null Hypothesis (H ₀₍₆₎)
		N	Mean	Std. Deviation		F	Sig.	t	df	Sig. (2-tailed)	
Trust Companies about environmental Benefits as products	Male	357	2.5182	1.41930	Equal variances assumed	15.618	.000	3.159	704	.002	Rejected
	Female	349	2.1948	1.29627	Equal variances not assumed			3.162	700.777	.002	
Noticing Increase in Green Marketing	Male	357	2.6975	.86979	Equal variances assumed	12.968	.000	-4.434	704	.000	
	Female	349	2.9799	.82151	Equal variances not assumed			-4.437	703.169	.000	Rejected
Influencing Green Marketing on Purchasing Decisions	Male	357	3.1204	.76036	Equal variances assumed	7.009	.008	-3.039	704	.002	
	Female	349	3.2951	.76677	Equal variances not assumed			-3.039	703.320	.002	
Which Green Marketing is Most Effective	Male	357	3.8291	1.06076	Equal variances assumed	1.220	.270	.014	704	.989	Accepted
	Female	349	3.8281	1.00242	Equal variances not assumed			.014	703.194	.989	
Companies Care about Environment as a strategy to Attract customers	Male	357	2.1148	1.04168	Equal variances assumed	.582	.446	2.866	704	.004	Rejected

	Female	349	1.8968	.97716	Equal variances not assumed			2.869	702.808	.004	
<i>Braningd and Marketing</i>	Gender	Descriptives				Levene's Test for Equality of Variances		t-test for Equality of Means			Null Hypothesis (H₀₍₆₎)
		N	Mean	Std. Deviation		F	Sig.	t	df	Sig. (2-tailed)	
Promote Brand Product as Eco Friendly	Male	357	1.9972	.90411	Equal variances assumed	.296	.587	-.488	704	.626	Accepted
	Female	349	2.0315	.96587	Equal variances not assumed			-.487	698.513	.626	
Supporting Brand for Commitment to Environmental Sustainability	Male	357	2.4034	1.15135	Equal variances assumed	9.239	.002	1.546	704	.123	Accepted
	Female	349	2.2779	.99718	Equal variances not assumed			1.548	693.957	.122	
Most Convincing Message Related Green Consumerisms	Male	357	4.1008	.95159	Equal variances assumed	.622	.431	-.950	704	.343	Accepted
	Female	349	4.1719	1.03625	Equal variances not assumed			-.949	695.939	.343	
Barriers to Purchase Green Products	Male	357	3.9972	1.16720	Equal variances assumed	2.676	.102	2.025	704	.043	Rejected
	Female	349	4.1748	1.16256	Equal variances not assumed			2.025	703.754	.043	
Encourage to buy More Green products	Male	357	3.1989	1.00962	Equal variances assumed	.617	.432	1.317	704	.188	Accepted
	Female	349	3.2951	.92941	Equal variances not assumed			1.318	701.478	.188	
<i>Opinions about Future Trends of Green Consumerism</i>	Gender	Descriptives				Levene's Test for Equality of Variances		t-test for Equality of Means			Null Hypothesis (H₀₍₆₎)
		N	Mean	Std. Deviation		F	Sig.	t	df	Sig. (2-tailed)	
Green Consumerism Impact on Marketing Strategies in Future Market	Male	357	4.1008	.95159	Equal variances assumed	.622	.431	-.950	704	.343	Accepted
	Female	349	4.1719	1.03625	Equal variances not assumed			-.949	695.939	.343	
Consumer Role in Driving Demand of Green Products	Male	357	3.9972	1.16720	Equal variances assumed	2.676	.102	2.025	704	.043	Rejected
	Female	349	4.1748	1.16256	Equal variances not assumed			2.025	703.754	.043	
Green Consumerism Impact on your Future Buying Behavior	Male	357	3.1989	1.00962	Equal variances assumed	.617	.432	1.317	704	.188	Accepted
	Female	349	3.2951	.92941	Equal variances not assumed				701.478	.188	

Source: Online Survey, SPSS Output.

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